Generative Artificial Intelligence and Copyrights

The European Union Intellectual Property Office (EUIPO) has published a report analyzing the **copyright implications of Generative Artificial Intelligence (GenAI).**

The emergence of GenAI presents a number of **challenges and opportunities** that require a reassessment of existing legal frameworks to address the complexities introduced by this new disruptive technology that is transforming the way we create, communicate and innovate.

Specifically, the study prepared by the EUIPO is structured in two main blocks:

1. A **technical, legal and economic analysis** to understand the functions of GenAI, as well as its **implication with copyrights.**

2. An analysis and debate on the need to establish mechanisms that allow authors to exercise their rights and ensure transparency in the results of the content generated by GenAI.

One of the main conclusions highlighted in the report is that **there is still no universally defined solution for copyright holders to protect their rights.** Instead, a number of different measures are emerging that shed some light on the impact of GenAI on copyrights. For example, there are **tools that can identify and tag AI-generated content in order to detect and differentiate it from human-generated content.**

Finally, as the EUIPO indicates, the goalis that by the end of 2025 a **Copyright Knowledge Centre** will be created to help creators manage the use and development of their works.

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